

## Brand Influence on Buying FMCG Products in UAE: An Empirical Study

Shanmugan Joghee <sup>1</sup> & Pradeep Kumar Pillai <sup>2</sup>

1. Skyline University College, University city of Sharjah, P.O Box 1797, Sharjah, UAE.
2. LIFCO group of companies (PhD Scholar), Sharjah , UAE.

\*Email of the corresponding author: [jshanmugan@skylineuniversity.ac.ae](mailto:jshanmugan@skylineuniversity.ac.ae); [shanmuganj@gmail.com](mailto:shanmuganj@gmail.com)

### Abstract:

Fast moving consumer goods (FMCGs) constitute a large part of consumers' budget in all countries. Retail trade in these products, that is, their supply to households, has attracted considerable interest from consumers and policy-makers because a well-functioning retail sector is essential for daily provision of these essential products at high quality and low cost. Fast Moving consumer Goods are products that have a quick shelf turnover, at relatively low cost and don't require a lot of thought, time and financial investment to purchase. The margin of profit on every individual FMCG product is less. However the huge number of goods sold is what makes the difference. Fast Moving Consumer Goods is a classification that refers to wide range of frequently purchased consumer products including: toiletries, soaps, cosmetics, teeth cleaning products, shaving products, detergents, and other non-durables such as glassware, bulbs, batteries, paper products and plastic goods, such as buckets. Hence this study focus on to what extent the brand influences on consumer purchase decision in UAE, where the maximum populations are expatriates. FMCG industry, alternatively called as CPG (Consumer packaged goods) industry primarily deal with the production, distribution and marketing of consumer packaged goods. The study found that many respondents attribute towards purchase Fast moving consumer goods based on price and quality. Based on the findings the research study recommends the marketers to focus on brand building exercises and to allocate increased budget for the same. Fast Moving Consumer Goods (FMCG) is those consumables which are normally consumed by the consumers at a regular interval. Some of the prime activities of FMCG industry are selling, marketing, financing, purchasing, etc. The industry also engaged in operations, supply chain, production and general management.

**Key words:** FMCG, Brand, Consumer, Marketing

### Objective of the study

- To find out the significant factors influence on buying FMCG products in UAE
- Understand the level of satisfaction perceived by the respondents using FMCG goods in UAE
- To what extent the brand name influences consumer purchase decision on FMCG goods.
- To suggest ways and means to improve the marketers in UAE.

### Review of literature:

An attempt has been made to pursue the literature of earlier studies. Lot of studies has been conducted consumer satisfaction and consumer attitude towards FMCG products. FMCG products are the day-to-day usage of millions of people. A study on impact on buying on FMCG products helps to millions of people how they are utilizing and how they opined about it. For the purpose of review, some studies conducted on satisfaction and attitude towards FMCG products are studied. The methodology and findings of these research works had been carefully studied and analyzed by the present researcher. Useful hints were drawn from these studies which helped in putting the present research work in a proper perspective. The gist of some of the relevant research studies and research papers on FMCG products are presented in this chapter.

Shafayet Ullah and Panuel Rozario Prince (2012)<sup>1</sup> discussed in their study that Fast Moving Consumer Goods (FMCG) sector is one of the largest sectors in the economy of Bangladesh. In the last few years, the FMCG industry in Bangladesh has experienced a dramatic growth that both qualitative and quantitative improvements have taken place in the consumer durables segment. FMCG in marketing means convenient and low involvement products like, salt, flours, pens, chocolates, etc. In recent years, the FMCG industry worldwide has experienced a difficult market condition. In some categories, formerly popular brands have either been deleted or squeezed between the category leaders and low-cost competitors. This study recommends focusing on three important factors, i.e., sales promotion, time constraints and unavailability of brand to smoothen the

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<sup>1</sup> G M Shafayet Ullah and Panuel Rozario Prince, "Factors Influencing the Bangladeshi Consumers' Purchase Decision Regarding Fast Moving Consumer Goods: An Exploratory Study", The IUP Journal of Brand Management – Online Journal.

progress of the FMCG industry in Bangladesh. The FMCG industry will find better development opportunities, if the findings of this study are used as an input in its strategic decision making.

Ajith Medis and W.M.C. Bandara Wanninayake (2007)<sup>2</sup> examined in their study that packaging is one of the most important factors in the face of purchasing made at the point of sale, where it becomes an essential part of the selling process. The package standing out on the shelf affects the consumer's buying decisions, and package design should be more favorable in the eyes of the consumers. Packaged FMCG products are moving into ever larger supermarkets and hypermarkets, and there is a proliferation of products, offering consumers vast choice. The competitive context is ever more intense, both in the retail store and household. With the move to self-service retail formats, packaging increases its key characteristic as the "salesman on the shelf" at the point of sale. The study examines how packaging influences buying decision of local consumer. The primary data were collected from a sample survey that was conducted in the areas of Colombo, Gampaha, Kurunegala and Kandy. Two hundred respondents were selected for the survey and respondents were asked to answer the prepared structured questionnaire. The study revealed that both rural and urban consumers perceived certain value from packaging and this plays different roles in different circumstances. Further there is a positive correlation between freshness of the products and the good packaging.

Tauseef Ahmad (2011)<sup>3</sup> attempt in his study that to find the variables / factors that effects customer impulse buying behavior in FMCG sector considering retail market in India. A hypothetical model has created in this paper which has been taken into consideration for the research work on impulse buying behavior of the consumers. The study is based on the primary data collected from Shopping malls, Handlooms and marts from the area of JODHPUR with the help of structured questionnaire on likert scale. Data analysis has been done using SPSS software. The statistical analysis method employed in this study is Factor Analysis. After thorough analysis of the available data, it has been found out that since income of individual is increasing and more and more people are moving towards western culture in dressing sense, in eating etc so the purchasing power of the people has really gone up and thus the impulse buying of the commodities is on a great increment mainly due to pricing strategies of retail players and full of festivals throughout the year.

Uzma Hasan, Reshma Nasreen (2012)<sup>4</sup> discussed in her article that the implications of cognitive dissonance on varied aspects of consumer buying behaviour. Some of the factors leading to dissonance post purchase and prior to it have been comprehensively studied in the article. The paper begins with the identification of the degree of involvement in the purchase of a product which creates dissonance for a customer. The authors argue that higher the degree of purchase involvement on behalf of the consumer, the lesser would be his dissonance level. The study also unveils that, a consumer is likely to face more dissonance over his decision which involves the purchase of luxury and expensive products whereas less dissonance was found to be associated with the purchase of FMCG (Fast Moving Consumer Goods). In other words, purchase of luxury products would make customers more dissonant as compared to a purchase of FMCG products.

Khansa Zaman, Samina Bibi, Asma Arshad, Aqeel Shahzad (2012)<sup>5</sup> state in their study that to find an empirical relationship of proposed variables and to find the impact of customer satisfaction, trust, and corporate reputation on customer loyalty. This study attempts to contribute to the knowledge how FMCG companies of Pakistan can retain their customers by making them loyal through satisfaction, trust, and corporate reputation. A theoretical framework is proposed to suggest links among variables. The sample size selected for research constitutes 200 respondents, and these respondents belong to the cities of Rawalpindi and Islamabad, Pakistan. Multiple regression and correlation coefficient was used to examine hypothesized relationship. Regression analysis reveals that customer satisfaction, trust, and corporate reputation bring 79.0% change in customer loyalty. The results indicate that FMCG companies in Pakistan should pay more attention toward the reputation of their company, satisfaction of their customers, and trust in order to build loyalty of customers. Generalizability and time constraint are the limitations of the study.

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<sup>2</sup> Ajith Medis & W.M.C. Bandara Wanninayake, "The Impact of Packaging on Customer Buying Decisions: with Special Reference to the Fast Moving Consumer Goods (FMCG) Sector in Sri Lanka", Proceedings of the Annual Research Symposium 2007- Faculty of Graduate Studies, University of Kelaniya.

<sup>3</sup> Dr. Tauseef Ahmad, "The Impulse Buying Behavior of Consumes For The FMCG Products In Jodhpur", Australian Journal of Basic and Applied Sciences, 5(11): 1704-1710, 2011.

<sup>4</sup> Uzma Hasan, Dr. Reshma Nasreen, "Cognitive Dissonance and Its Impact On Consumer Buying Behaviour", IOSR Journal of Business and Management (IOSRJBM), 1 (4) : 07-12, 2012.

<sup>5</sup> Khansa Zaman, Samina Bibi, Asma Arshad, Aqeel Shahzad, "Customer Loyalty in FMCG Sector of Pakistan", Information Management and Business Review, Vol. 4, No. 1, pp. 41-48, Jan 2012.

Thamaraiselvan and Raja (2008)<sup>6</sup> deals in their study that in today's intense competitive environment, companies launch new products to satisfy constantly changing consumers' preferences. The new products are prone to failures due to many factors. Companies take efforts to reduce new product failure rates to maximize their returns for their stakeholders. A brand extension, leveraging existing brand names to new product categories is one such strategy to reduce the risk of new product failures. This study primarily focuses on how consumers evaluate brand extensions for FMCG (Fast Moving Consumer Goods) and service product categories in Indian market conditions. It explores how exactly the consumers evaluate different product categories based on factors like, similarity fit, perceived quality, brand reputation and perceived risk. It brings out the impact of brand reputation of the core brand and perceived service quality on the brand extensions evaluations. It highlights the role of perceived risk involved in the extended product category in brand extensions evaluations. Most importantly, this study establishes the relationships among similarity fit, brand reputation, perceived service quality and perceived risk in extended product categories through appropriate multivariate analysis.

Verstraeten, D Van den Poel, A Prinzie & P Van Kenhove (2002)<sup>7</sup> stated in their study that in the marketing domain, sequential patterns have been usefully deployed for predicting various aspects of customer purchase behavior. Hence, the goal of this paper was to introduce a new concept that might prove to be a relevant tool for marketing decision making rather than offering a sound solution within a clearly demarcated problem definition. As opposed to the traditional sequence-analysis approaches, in this study, an array of binary logit analyses was applied for detecting significant sequences among category purchases. In summary, it shown that (i) binary logit analysis provides a feasible alternative for detecting and selecting highly significant sequential relationships, (ii) a sequential architecture can be successfully compiled through the methodology offered in this paper, and (iii) the provided sequential architecture can be a useful tool in understanding and predicting customer behavior. Future applications possibly lie ahead in the field of inter-category management, shelf-space allocation, store-layout decisions, retailer promotions, customer profiling and individual customer predictions.

Nordfält, Jens (2005)<sup>8</sup> examined in his study that most literature on consumer decision-making concentrate on which attributes a certain brand evokes, how a brand is evaluated, or how well a brand can stand the competition of another brand. Since, one of the most obvious aspects of decision-making for fast moving consumer goods (FMCGs) is that most products are never considered. Recalling a typical trip to a grocery store one probably realizes that most of the products simply were given no conscious attention. The thesis consists of an introduction chapter and five articles. The introduction chapter provides a comprehensive picture of the common theme of the articles, namely non-conscious influences on decision-making. The articles cover non-conscious influences during each of the five steps commonly included in the consumer decision-making process. Examples of questions that are elaborated on are: Which criteria influence the degree to which people behave habitually versus respond to marketing stimuli? What is influencing the choice of decision strategy? For example, what influences people to be more loyal versus more deal prone? And what makes people learn something new from an ad instead of just rehearsing what they already new? One aim of the present thesis is to answer questions like the ones stated above. Furthermore, it is argued that these influences are active at a stage before what could be defined as full conscious control.

Gregor Gimmy and Mònica Casabayó (2008)<sup>9</sup> deals in their study that great companies often exist because a visionary invented something really new that was really useful. As companies grow they eagerly continue to look for more truly novel offerings to stay on top of the "delight scale" of the people they serve. In the Fast Moving Consumer Goods (FMCG) sector, truly novel offerings are a rarity. Product innovation is key, extremely hard to achieve and getting harder every day. To help ease the hardship of innovation, consulting and research normally extend over an entire system or process of innovation, i.e. the idea discovery or execution process. In

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<sup>6</sup> Thamaraiselvan and Raja, "How do consumers evaluate brand extensions – research findings from India", *Journal of Services Research*, 8 (1) : 43-62, 2008

<sup>7</sup> G Verstraeten, D Van den Poel, A Prinzie & P Van Kenhove, "Detecting sequential patterns for cross-selling fast moving consumer goods", *Information and Communication Technologies*, 2002.

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<sup>9</sup> Gregor Gimmy and Mònica Casabayó, "Innovation is not a democracy. How consumer concept testing impacts the capability of Fast Moving Consumer Goods companies to generate truly innovative products", *Innovative Marketing*, 4 (2) : 25-32, 2008

contrast, in this article it will drill into a single, yet mission-critical moment within the innovation process that has received little in-depth attention: the decision about which truly innovative product ideas or concepts to fund.

**Research Methodology:**

An attempt has been made to identify the factors that influence the buying of FMCG goods by the consumers in the study area. For this purpose a field survey method was employed to collect first hand information from 300 sample respondents from the study area i.e. UAE. The respondents have been chosen randomly from the different parts of the study area. The data thus collected were arranged into simple tabular form. The level of satisfaction perceived by the selected sample respondents in utilizing the FMCG goods is considered as a dependent variable. The Independent variables selected for the study are Gender, Age, Marital Status, Educational Qualifications, Occupational status, Annual Income, Family size, Frequency of purchase FMCG goods. The data were analyzed by using statistical tools like correlation, Henry Garrett Ranking Technique, Multiple Regression.

**Analysis & Discussion**

The collected data's are analyzed with the help of statistical tools like correlation, Henry Garrett Ranking Technique, Multiple Regression. The level of satisfaction perceived by the selected sample respondents in utilizing the FMCG goods is considered as a dependent variable. The Independent variables selected for the study are Gender, Age, Marital Status, Educational Qualifications, Occupational status, Annual Income, Family size, Frequency of purchase FMCG goods.

**Correlation analysis**

Correlation has been applied for finding the degree of relationship or interdependence of two sets of variables upon each other in such a way that the changes in the value of one variable are in sympathy with the changes in the other. The relationship between the selected independent variables and a dependent variable level of satisfaction has been measured using correlation.

**TABLE1**  
**CORRELATION BETWEEN SELECTED VARIABLES AND LEVEL OF SATISFACTION**

No.	Variables	Correlation (r)
1	Gender	-0.010 <sup>NS</sup>
2	Age	0.148*
3	Educational Qualification	0.124*
4	Occupation	0.129*
5	Annual Income	0.203**
6	Family Size	-0.255**
7	Frequency of purchase	0.157**
8	Mode of purchase	0.134*

**Note :** \*\* - Significant at 1% level;  
 \* - Significant at 5% level; NS – Not Significant

It is inferred from the above analysis that among the selected eight independent variables, gender has not significant relationship with level of satisfaction towards FMCG products. The variables age, educational qualification, occupation and mode of purchase is statistically significant at 5 percent level. The variables annual income, family size and frequency of purchase are statistically significant at 1 percent level. Hence it is found that the variables Age, Educational Qualification, Occupation, Annual Income, Frequency of purchase and Mode of purchase are having positive correlation with level of satisfaction towards FMCG products and the variable family size is having negative correlation with level of satisfaction.

**MULTIPLE REGRESSION:**

In the following analysis, the relationship between the level of satisfaction among the consumers and eight independent factors were studied. It was found that out of eight, seven factors were closely associated with the level of satisfaction towards FMCG products by the selected sample respondents.

Selected eight independent factors are.

1. Gender
2. Age
3. Educational Qualification
4. Occupation
5. Annual Income
6. Family size
7. Frequency of purchase
8. Mode of purchase

In order to measure the interdependence of independent factors and their level of satisfaction towards FMCG Products, the results were subjected to multiple regression analysis. The results of multiple regression analysis are shown in Table 1.

**TABLE 2: MULTIPLE REGRESSION ANALYSIS**

Sl. No.	Variables	Unstandardized coefficients		Standardized coefficients	T	Sig.
		B	Std. Error	Beta		
	(Constant)	0.782	0.231			
1	Gender	-0.089	0.070	-0.039	-1.266	NS
2	Age	0.067	0.033	0.118	2.022	5%
3	Educational Qualification	0.824	0.030	0.852	27.043	1%
4	Occupation	0.279	0.092	0.174	3.021	1%
5	Annual Income	0.268	0.128	0.121	2.088	5%
6	Family size	-0.216	0.098	-0.129	-2.212	5%
7	Frequency of purchase	0.167	0.071	0.136	2.350	5%
8.	Mode of purchase	0.207	0.102	0.117	2.022	5%

R-Value	R <sup>2</sup> -Value	Degree of freedom – V <sub>1</sub>	Degree of freedom – V <sub>2</sub>	F Value	Significance
0.849	0.722	9	290	83.52	1% Level

The multiple linear regression co-efficient (dependent variable) is found to be statistically good fit as R<sup>2</sup> is 0.722. It shows that independent variables contribute about 72.2 per cent of the variation in the level of satisfaction felt by the selected sample respondents and this is statistically significant at 1% level and 5% level respectively.

The table indicated that the co-efficient of Age, Educational Qualification, Occupation, Annual Income, Frequency of purchase and Mode of purchase are positively associated with the level of satisfaction. On the other hand, the co-efficient of family size is negatively associated. Further, it indicated that the contribution of Age, Educational Qualification, Occupation, Annual Income, Family size, Frequency of purchase and Mode of purchase are statistically significant implying that their influence on level of satisfaction is stronger than the other variables.

Thus from the above analysis, the following observation could be made. The level of satisfaction towards FMCG products is positively associated with their Age, Educational Qualification, Occupation, Annual Income, Family size, Frequency of purchase and Mode of purchase in the study area.

#### **HENRY GARRETT RANKING TECHNIQUE**

##### **Attributes that attracted to purchase branded products**

The customers are choosing the particular shop to purchase the branded products of their satisfaction. For this purpose, respondents' opinion on the following seven reasons has been obtained. They are brand name, price, easy availability, hygiene, transparent, quality and origin. The respondents were asked to rank the above factors in the order of their importance. To identify the most important required factors, Henry Garrett Ranking Technique was employed and the details of ranking the reasons for choosing the shop are shown in the following table.

**TABLE NO.3**

**ATTRIBUTES THAT ATTRACTED TO PURCHASE BRANDED PRODUCTS**

S.No	Opinion	Total Score	Mean Score	Rank
1	Brand name	15357	51.2	III
2	Price	16962	56.5	I
3	Easy availability	14647	48.8	IV
4	Hygiene	14067	46.9	V
5	Transparent	13493	45	VI
6	Quality	16825	56.1	II
7	Origin	13184	43.9	VII

It is examined from the above table that the “price” as the reason to choose the particular shop was ranked first with the Garrett score of 16962 points. It is followed by the reasons of “quality” and “brand name” with the total Garrett scores of 16825 and 15357 points respectively. The reason such as “easy availability”, “hygiene” and “transparent” were placed the fourth, fifth and sixth ranks with the Garrett scores of 14647, 14067 and 13493 points respectively. On the other hand, “origin” was placed in the last rank with the score of 13184 points. From the analysis, it is inferred that maximum of the customers opined that “price” and “quality” were the important reasons to choose the particular shop to purchase the selective branded products.

**PLACE OF PURCHASING THE BRANDED PRODUCTS**

Everyone has preferred to purchase the selective branded products according to their favourite shop. For this purpose, respondents’ opinion on the following three reasons has been obtained. They are exclusive shops, malls and factory outlets. The respondents were asked to rank the above factors in the order of their importance. To identify the most important required factors, Henry Garrett Ranking Technique was employed and the details of the ranking the place of purchasing the branded products is shown in the following table.

**TABLE NO.4**

**PLACE OF PURCHASING THE BRANDED PRODUCTS**

S. No.	Opinion	Total Score	Mean Score	Rank
1	Exclusive shops	15133	50.4	II
2	Malls	16539	55.1	I
3	Factory Outlets	13328	44.4	III

It is discerned from the above table that the “Malls” as the preferred shop to purchase the branded products was ranked first with the Garrett score of 16539 points. It is followed by the favourite shops like “exclusive shops” and “factory outlets” with the total Garrett scores of 15133 and 13328 points respectively. From the analysis, it is inferred that maximum of the customers opined that “Malls” and “Exclusive Shops” were their preferable place to purchase their selective branded products.

**FACTORS INFLUENCED ON BUYING DECISION**

The customers are influenced by the factors and decided to purchase the FMCG products. For this purpose, respondents’ opinion on the following nine factors has been obtained. They are product features, price of the product, quality, brand name, advertisement, promotional scheme, opinion leader, celebrity ad and media. The respondents were asked to rank the above factors in the order of their importance. To identify the most important required factors, Henry Garrett Ranking Technique was employed and the details of ranking the factors influenced on buying decision are shown in the following table.

**TABLE NO.5**  
**FACTORS INFLUENCED ON BUYING DECISION**

S. No.	Opinion	Total Score	Mean Score	Rank
1	Product features	15633	52.1	V
2	Price of the product	17807	59.4	I
3	Quality	17796	59.3	II
4	Brand name	16705	55.7	III
5	Advertisement	15496	51.7	VI
6	Promotional scheme	16059	53.5	IV
7	Opinion leader	11128	37.1	IX
8	Celebrity Ad	13049	43.5	VII
9	Media	11892	39.6	VIII

It is distinguished from the above table that the customers were influenced towards “Price of the product” as the reason to buy FMCG products was ranked first with the Garrett score of 17807 points. It is followed by the reasons of “Quality” and “Brand Name” with the total Garrett scores of 17796 and 16705 points respectively. The factors such as “Promotional scheme”, “Product features” and “Advertisement” were placed the fourth, fifth and sixth ranks with the Garrett scores of 16059, 15633 and 15496 points respectively. The factors such as “celebrity Ad” and “media” were placed the seventh and eighth ranks with the Garrett scores of 13049 and 11892 points respectively. On the other hand, “opinion leader” was placed in the last rank with the score of 11128 points. From the analysis, it is inferred that maximum of the customers opined that “Price of the products” and “Quality” were the important factors that influenced to buy FMCG products.

**Findings, suggestion and conclusion:**

It is found from the correlation analysis that the variables Gender, Educational Qualification, Occupation, Annual Income, Family size and Frequency of purchase are having positive correlation with impact on buying of selected respondents towards FMCG products and the variable mode of purchase is having negative correlation with impact on buying FMCG products. It is noted from the regression analysis that the impact on buying towards FMCG products is positively associated with their Age, Educational Qualification, Occupation, Annual Income, Family size and Frequency of purchase in the study area. The Henry Garrett Ranking analysis noted that maximum of the customers opined that “Malls” and “Exclusive Shops” were their preferable place to purchase their selective branded products. It is inferred from the Henry Garrett Ranking technique that maximum of the customers opined that “Price of the products” and “Quality” were the important factors that influenced to buy FMCG products.

**Suggestions:**

It’s suggested to marketers that brand building strategies should be focused, where there is place highly expats living in the country. The government should have greater control on pricing of FMCG products in the study area.

It’s recommended that marketers should emphasis on regaining confidence on specific branded products to enhance their profitability. Companies should increase budget for advertizing to gain high visibility for their products available in the respective market place.

Promotion schemes should be realistic so as to winning the customer confidence on right time.

Marketers should try to create awareness regarding the benefits of the ingredient brand and build up the confidence by delivering superior benefits of the ingredient.

It’s recommended to marketers that to experiment the marketing mix strategies for select locations. Competition is very much dominant in FMCG sector; market is filled with lots of unbranded and branded products. Pricing decisions helps differentiating a product and it can be compensated with volume of sales. Differentiation strategy by the marketers under their core branded products. Distribution networks play a very significant role in FMCG industry. As widespread distribution network is required to maintain the brand image.

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1. Dr. Shanmugan Joghee is now working with Skyline University College, UAE. He obtained PhD degree from Bharathiar University, India, and did his MBA from Bharathidasan University. He was teaching various Marketing, Systems and Quality Management papers at the postgraduate level. He has also a good number of international publications and is a registered PhD examiner for many reputed universities.
2. Mr. Pradeep kumar pillai is working for LIFCO group of companies in UAE and currently pursuing Ph.D program in Banasthali University, India



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